ORDER

Orders

Order / Rev:

37505

Alt Order #:

08877388

Product Desc:

DCCC/HORSFORD

Estimate:

1969

GMMB

Flight Dates:

10/05/12 - 10/11/12

Original Date / Rev:

10/04/12 / 10/04/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

KLAS

Mike Jones K-WAS

National

Agency

Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

DCCC - Horsford

Demographic:

Revenue Codes:

A35+ PO1

Product Codes:

LV2 Priority:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

St

Start Date End Date		# Spots	Gross Amount	Net Amount		
10/01/12	10/11/12	54	\$56,450.00	\$47,982.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$56,450.00	\$47,982.50	0.00
Totals	54	\$56,450.00	\$47,982.50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$56,450.00		
Market	100%	\$188 166 67		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$47,041.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$9,408.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/08/1	2 10/11/12	8 News Now 5a M-F		5-6a	MTWT	:30	4	\$225.00LV2	0.00 NM	4	\$900.00
			8 News Now 5a M-F	=								
8 NEV	VS NOW									- 1		
St	art Date	End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 10	0/05/12	10/11/12	MTWT	4	\$225.00	0.00						
E 2 8	10/08/1	2 10/11/12	8 News Now 6a M-F	CM	6-7a	MTWT	:30	4	\$965.00LV1	0.00 NM	4	\$3,860.00
			8 News Now 6a M-F	=								

Print Date: 10/08/12 12:03:30 Page 2 of 4

KI AS

Order / Rev: 37505

08877388

Advertiser:

DCCC - Horsford

Alt Order #: Flight Dates:

10/05/12 - 10/11/12

Product Desc: DCCC/HORSFORD

DCCC/HCK3FC

Estimate: 1969

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Inventory Code Break 8 NEWS NOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/05/12 10/11/12 MTWT---\$965.00 0.00 \$2,800.00 10/08/12 10/11/12 CBS This Morning 7-9a CM 7-9a MTWT---:30 \$700.00 LV1 0.00 NM F 3 **CBS This Morning CBS THIS MORNING** Rating Weekdays Spots/Week Start Date **End Date** Rate 0.00 MTWT---\$700.00 10/11/12 Week: 10/05/12 10/07/12 10/07/12 CBS Sunday Morni----S :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 E 5 8 CBS News Sunday Morr@M **CBS News Sunday Morning CBS NEWS SUNDAY MORNING End Date** Spots/Week Rate Rating **Start Date** Weekdays Week: 10/01/12 10/07/12 ----S 1 \$1,225.00 0.00 \$2,450.00 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 2 \$1,225.00LV1 0.00 NM 2 E 6 8 10/07/12 10/07/12 8 News Now Sun AM #2 8 NEWS NOW SUNDAY MORNING-#2 Weekdays **End Date** Spots/Week Rate Rating Start Date -----0.00 Week: 10/01/12 10/07/12 \$1,225.00 :30 1 \$1,400.00LV1 0.00 NM \$1,400.00 E 7 10/07/12 10/07/12 Face The Nation CM Face The Nation ----S Face The Nation FACE THE NATION Spots/Week Rate Rating Start Date End Date Weekdays Week: 10/01/12 10/07/12 ----S 1 \$1,400.00 0.00 E 8 10/08/12 10/11/12 Live w/Kelly CM 9-10a MTWT---:30 \$300.00LV2 0.00 NM 3 \$900.00 Live w/Kelly LIVE! WITH KELLY Spots/Week Rating Start Date **End Date** Weekdays Rate MTWT---Week: 10/05/12 10/11/12 \$300.00 0.00 \$325.00LV2 8 News Now Noon M-F CM :30 0.00 NM 3 \$975.00 10/08/12 10/11/12 12-1230p MTWT---E 11 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week Rating Weekdays Rate Start Date End Date MTWT---\$325.00 0.00 Week: 10/05/12 10/11/12 10/05/12 10/11/12 The Talk 2-3P CM 2-3p MTWT---:30 \$375.00LV2 0.00 NM 2 \$750.00 8 The Talk THE TALK Spots/Week Start Date **End Date** Weekdays Rate Rating MTWT---\$375.00 0.00 Week: 10/05/12 10/11/12 \$425.00LV2 0.00 NM \$1,275.00 :30 3 10/08/12 10/11/12 Ellen CM 3-4p MTWT---E 15 8 Ellen FILEN Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/05/12 10/11/12 MTWT---\$425.00 0.00 E 16 8 10/06/12 10/06/12 Politics Now S Sebelius CM **Various** ----S-:30 \$275.00LV2 0.00 NM \$275.00 Politics Now S Sebelius (5:30 PM-6:00 PM) THE INSIDER WEEKEND Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 ----S-\$275.00 0.00 \$450.00LV2 0.00 NM \$1,800.00 10/08/12 10/11/12 CM :30 E 17 8 8 News Now 4p M-F 4-5p MTWT---(4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate MTWT---\$450.00 0.00 Week: 10/05/12 10/11/12 \$500.00LV2 0.00 NM E 18 8 10/08/12 10/11/12 8 News Now 5-630p M-FCM 5-630p MTWT---:30 5 5 \$2,500.00 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT---Week: 10/05/12 10/11/12 \$500.00 0.00 \$225.00LV2 0.00 NM \$225.00 F 19 10/06/12 10/06/12 8 News Now Sat 5-7p CM 5-7p ---S-:30 1 (5:00 PM-5:30 PM) 8 News Now Sat 5-7p 8 NEWS NOW AT 5PM-SAT

Print Date: 10/08/12 12:03:30 Page 3 of 4

KLAS

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DCCC - Horsford

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Product Desc: DCCC/HORSFORD

Flight Dates:

10/05/12 - 10/11/12

Estimate:

1969

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type	Spots	Amount
E 19 8 10/06/12 10/06/12 8 News Now Sat 5-7p CM 5-7pS- :30 1 \$225.00 LV2 0.00 NM 8 News Now Sat 5-7p (5:00 PM-5:30 PM)	1	\$225.00
8 NEWS NOW AT 5PM-SAT		
<u>Start Date </u>		
E 20 8 10/06/12 10/06/12 8 News Now Sat 5-7p CM 5-7pS- :30 1 \$225.00LV2 0.00 NM	1	\$225.00
8 News Now Sat 5-7p (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SAT		
<u>Start Date </u>		
E 21 8 10/07/12 10/07/12 8 News Now Sun 5-7p CM 430-5p, 630-7pS :30 1 \$350.00 LV2 0.00 NM	1	\$350.00
8 News Now Sun (4:00 PM-4:30 PM) 8 NEWS NOW AT 5PM-SUN		
<u>Start Date </u>	İ	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
1 8 10/01/12-10/07/12 8 News Now Sun 5-7p 430-5p, 630-7p (4:00 PM-4:30 PSu :30 (\$350.00) 0.00 NM See MG 21.2		
2 8 10/07/12-10/07/12 8 News Now Sun 5-7p 430-5p, 630-7p (4:30 PM-5:00 PSu :30 \$350.00 0.00 NM		
→ MG for 21.1 10/07 program moved due to NFL football - LM → MG for 21.1 10/07 → MG		
E 22 8 10/07/12 10/07/12 8 News Now Sun 5-7p CM 430-5p, 630-7pS :30 1 \$250.00LV2 0.00 NM	1	\$250.00
8 News Now Sun (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SUN		
Start Date		
Week: 10/01/12 10/07/125 1 \$250.00 0.00 E 25 8 10/08/12 10/08/12 Mon 8-9p CM 8-9p M :30 1 \$6,500.00LV1 0.00 NM	1	\$6,500.00
How Met Mother/ Partners (8:00 PM-9:00 PM)		***
HOW I MET MOTHER/ PARTNERS Start Date	ĺ	
Week: 10/08/12 10/14/12 M 1 \$6,500.00 0.00		
E28 8 10/11/12 10/11/12 Thu 9-10p CM 9-10pT :30 1 \$9,450.00LV1 0.00 NM Big Bang / Two 1/2 Men	1	\$9,450.00
Big Bang/ 2.5 Men	İ	
<u>Start Date </u>		
E 29 8 10/05/12 10/05/12 Fri 8-9p CM 8-9pF :30 1 \$1,400.00LV2 0.00 NM	1	\$1,400.00
CSI: NY	ĺ	
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12F 1 \$1,400.00 0.00	i	
E 34 8 10/05/12 10/11/12 8 News Now 11p M-F CM 11-1135p 111-1 :30 4 \$600.00LV2 0.00 NM	4	\$2,400.00
8 News Now 11p M-F 8 NEWS NOW AT 11PM		
Start Date		
Week: 10/05/12 10/11/12 111-1 4 \$600.00 0.00 E 37 8 10/05/12 10/05/12 Craig Ferguson CM 1237a-137aF :30 1 \$440.00LV1 0.00 NM	1	\$440.00
Craig Ferguson (12:37 XM-1:37 XM)		•
LATE LATE SHOW Start Date <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>		
Week: 10/05/12 10/11/12F 1 \$440.00 0.00		00 400 00
E 38 8 10/06/12 10/06/12 NCAA Football CM NCAA College FooS- :30 2 \$1,050.00 LV1 0.00 NM NCAA College Football (12:30 PM-4:00 PM)	2	\$2,100.00
CBS COLLEGE FOOTBALL Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	1	
Week: 10/01/12 10/07/12S- 2 \$1,050.00 0.00		00.000.00
E 39 8 10/07/12 10/07/12 NFL Reg Season Game€M NFL Football RegS :30 1 \$2,200.00LV2 0.00 NM NFL Football Reg. Season (10:00 AM-1:15 PM)		\$2,200.00
CBS NFL FOOTBALL-EARLY GAME Start Date	İ	
Week: 10/01/12 10/07/12S 1 \$2,200.00 0.00	i	

Print Date: 10/08/12 12:03:30 Page 4 of 4

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 Product Desc:
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 KLAS

 Flight Dates:
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 Estimate:
 1969

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 40	8	10/07/12	10/07/12	NFL Reg Season	i Game£M	NFL Footba	II RegS	:30 1	\$7,700.00LV1	0.00 NM	1	\$7,700.00
				NFL Football Re	g. Season	(1:15 PM-4:3	30 PM)					
	CBS N	IFL FOOTB	ALL-LATE	GAME								
	<u>St</u>	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
W	eek: 10	/01/12	10/07/12	S	1	\$7,700.00	0.00					
N41	8	10/11/12	10/11/12	Thu 10-11p	СМ	10-11p	T	:30 1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
				Person Of Intere	st							
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
W	eek: 10	/08/12	10/14/12	T	1	\$2,100.00	0.00					

Totals 54 \$56,450.00